Pekanbaru Public Service Innovation "Pekanbaru Dalam Genggaman" Of The Pekanbaru City Communications Informatics Statistics And Coding Department

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Abstract: To improve public services, the Pekanbaru City government, through the Pekanbaru City Information, Statistics, and Coding Communication Service, is making innovative efforts by providing integrated digital information and services that aim to make it easier for the public to get digital public services called Pekanbaru in their grasp. Pekanbaru dalam genggaman is an information system that collects all public service and information applications within the Pekanbaru City government. Good and quality service implies satisfaction for the community which is a benchmark for the success of government administration. Innovation is a form of renewal in government administration and aims to improve the performance of regional government administration. This research aims to find out how innovative Pekanbaru public services are in "Pekanbaru Dalam Genggaman" of the Pekanbaru City Information, Statistics, and Coding Communication Service. In this research, qualitative descriptive research methods were used with interview, observation, and documentation data collection techniques. Activities in qualitative data analysis are carried out interactively and take place continuously at each stage of the research until completion. The results of this research show that Pekanbaru public service innovation "Pekanbaru dalam genggaman" of the Pekanbaru City Information, Statistics, and Coding Communication Service has not run optimally, the services provided have not fully targeted the community and have not been fully integrated. This is based on the results of an analysis of five indicators of public service innovation, namely relative advantage, suitability, complexity, possibility of being tried, and ease of observation. There are still several indicators that have not been achieved in these five indicators, namely those related to complexity, possibility of trying, and ease of observation so the level of adaptation in implementation is not evenly distributed.

How to Cite :

Rahman & Sapitri (2023). Pekanbaru Public Service Innovation "Pekanbaru Dalam Genggaman" of the Pekanbaru City Communications Informatics Statistics and Coding Department. KEMUDI:Jurnal Ilmu Pemerintahan, 8(01). 48-56.

INTRODUCTION

Improving public services is one of the government's agendas to improve services and public welfare. The implementation of regional autonomy policies is nothing more than to bring regional government services closer to the community. By granting autonomous powers to carry out household affairs, local governments can provide community services effectively, efficiently, and economically. In other words, administrative reform in Indonesia must be the choice of government administrators, both central and regional, as soon as possible in order to realize good governance.

Furthermore, innovation as an important prerequisite has a decisive position for public sector organizations in supporting aspects of progress and sustainability for the realization of good public policy governance, this is in line with the concept that every public sector organization is required to carry out an adaptation and adoption process in accordance with environmental changes. (Sururi, 2019).

Public services have now become a central issue in development in Indonesia. The development of public services is always up to date for discussion. Basically, humans need service, the concept of service will always be in every human's life (Mirnasari, 2013). Public services are activities in order to fulfill the service needs of the community for administrative services provided by service providers. Good and quality service has the implication of satisfaction for the community which is a benchmark for the success of government administration. Every government institution is certainly closely related to aspects of public services, whether services in the form of goods or services that relate directly to the community.

To improve public services, local governments are required to innovate in providing services. Based on Article 1 of Government Regulation Number 38 of 2017 concerning Regional Innovation, it is emphasized that regional innovation is all forms of renewal in regional government administration and aims to improve the performance of regional government administration. (Kementerian Sekretariat Negara, 2017). Government innovation has become a common concept in many countries to influence public sector reform. Government innovation can be used to improve democratic institutions and improve organizations (Keumala & Pribadi, 2021). The benefits of adaptive policies in digital transformation in Indonesia are enormous, including increasing productivity, competitiveness and economic growth (Pratama & Darmawan, 2023).

The most frequently mentioned innovation motivation is in order to improve performance, expressed in terms of effectiveness or efficiency (De Vries et al., 2016). With innovation carried out effectively, it will really make things easier for the community and strive to provide much better services. According to Rogers, there are five attributes that can be used to view innovation in an agency, namely, relative advantage, compatibility, complexity, triability, and observability. (Rogers, 2003).

Public sector organizations have a very important role in the implementation of public services. As representatives of the State, public sector organizations act as the front guard of public services. Thus, as an inseparable part, the fulfillment of optimal aspects of public services must continue to be carried out by the State, including in this case the regional government (Sururi, 2019). The Pekanbaru City Government uses various methods to provide the best service to the community, one of which is through the Pekanbaru City Communication, Information, Statistics and Encryption Service. The Pekanbaru City Communication, Information, Statistics and Encryption Service is one of the Regional Apparatus Organizations (OPD) in Pekanbaru City which provides integrated digital information and services which aims to make it easier for the public to obtain public services digitally. These digital services are not only limited to public services, but also in the form of information dissemination. Now, in its development, in line with the high demand for digital services, the Pekanbaru city government has also made a new breakthrough called "Pekanbaru Dalam Genggaman".

Figure 1: View of the Pekanbaru Application "Pekanbaru Dalam Genggaman"
Source: Pekanbaru Dalam Genggaman

"Pekanbaru Dalam Genggaman" is an information system that collects all public service and information applications within the Pekanbaru City Government. This application will be launched on September 2 2021. With this application, it is hoped that people will not need to download many applications from each regional organization. This system makes it easier for all levels of society, especially the people of Pekanbaru City, Riau, and nationally, to access information or get services from the Pekanbaru City government. These types of services include licensing, non-licensing, managing population identity, obtaining investment information, economics, taxation, levies, education, trade, health, tourism and personnel matters. This application also provides Pekanbaru City CCTV services and other public information. All of this can be accessed from one Pekanbaru integrated information and digital services system at your fingertips. This innovation is a breakthrough for the Pekanbaru City Communication, Informatics, Statistics and Coding Department to improve the quality of public services.

Based on data sources for the Pekanbaru dalam genggaman on Google Playstore, it is found that the number of downloaders of the "Pekanbaru dalam genggaman" is lower compared to the population of Pekanbaru City. This proves that the application is not yet fully targeted at the wider community. Furthermore, the researcher identified problems and phenomena related to Pekanbaru public service innovation research in the hand of the Pekanbaru City Communication, Information, Statistics and Coding Department, namely, the innovation carried out in reality has not been fully integrated into service delivery, the target users of the "Pekanbaru dalam genggaman" are not yet fully Targeting the wider community in general, Pekanbaru's innovation in application "Pekanbaru Dalam Genggaman" has not been tested and proven to have advantages or added value.

Apart from providing innovation in providing services to the community, the government must also consider whether the innovation can be accepted by the community or not (Anjani et al., 2019). It is recognized that more systematic efforts are needed to promote innovation (Bloch & Bugge, 2013). A set of criteria is needed that must be met in public sector innovation, namely collaborative innovation opening the innovation cycle to various actors and utilizing cross-sector innovation resources, overcoming cultural barriers, and creating broad socio-political support for public sector innovation. (Bommert, 2010). Pekanbaru's innovation is within reach in order to improve public services so far it has been identified that it is necessary to see and observe how it works and produces something better, while based on the fact that there are still many people who do not know and use this application, how

stakeholders can coordinate in improving public services through this application and there are complaints from the public regarding several types of services that cannot be accessed.

RESEARCH METHOD

This research uses a qualitative approach that prioritizes the conditions of natural objects where the researcher is the key instrument. Qualitative research is defined as a process of investigation or methods for exploring and understanding the meaning of social problems or humanitarian problems, based on creating a complete holistic picture formed with words, reporting informants' views in detail, and arranged in a setting. natural (Cresweel, 2016).

Informants in this research are people who are considered to master and understand data, information or facts from a research object. Research informants are subjects who understand the research object information as actors or other people who understand the research object (Bungin, 2010). How to choose informants where these informants can be used as representatives of the research (Kountur, 2005). Qualitative research using informants as data sources is carried out using purposive sampling where the selection is carried out deliberately based on predetermined criteria and determined based on the research objectives, and the results of qualitative research emphasize meaning rather than generalization.

Data collection techniques include interviews, observation and documentation. Data analysis in this research follows Miles and Huberman, that activities in qualitative data analysis are carried out interactively and take place continuously at each stage of the research until completion. Components in data analysis include data collection, data reduction, data presentation and verification or drawing conclusions (Miles & Huberman, 2012).

RESULT AND DICUSSION

The level of urgency and priority of policy innovation in the public sector has encouraged most governments in the world to implement policy innovation towards excellent public services. Likewise, the Indonesian government is also committed to developing public service innovation (Suranto et al., 2021). The government's current efforts to improve service quality are by making service innovation a top priority. This can be seen in the existence of various government programs to ensure the suitability of service innovation to the needs of local communities.

In its development, to make it easier for the public to obtain public services digitally, so that the public does not need to download a lot of various applications from each regional organization, the Pekanabaru City government through the Pekanbaru City Information, Statistics and Coding Communication Service has prepared an integrated digital information and service system called "Pekanbaru Dalam Genggaman"."

The existence of innovation in the context of public services must be able to measure its success. This research conducted a study to see whether public service innovation through the "Pekanbaru Dalam Genggaman" is truly capable of improving public services, empowering community participation and increasing regional competitiveness. In several studies, innovation has been proven to increase the capacity of public organizations, public services and responsiveness to community demands.

In simple terms, diffusion of innovation refers to the process that occurs as humans adopt new ideas, products, practices, philosophies, and so on (Kaminski, 2011). Innovation is a complex and multifaceted phenomenon and is influenced by many factors (Khairuzzaman & Ismail, 2007). Innovation as an idea, practice, or object that is considered new by an individual or other unit of adoption. Barriers to innovation in government highlight the need for a systematic approach to exploring inhibitors and facilitators of innovation. This research borrows Rogers' theory (Rogers, 2003) in analyzing and viewing innovation in an agency, namely, relative advantage, compatibility, complexity, triability, and observability.

Relative Advantage

Relative advantage is the degree to which an innovation is considered profitable for its recipients. An innovation must have advantages and more value compared to previous innovations. This shows that the service innovation in the Pekanbaru City Information, Statistics and Coding Communication Service must have differences and advantages compared to before the innovation. There is a novelty value inherent in innovation which is the characteristic of how the innovation is carried out.

That the main issues in government innovation are the public, actors, politics, policies and institutions (Keumala & Pribadi, 2021). To achieve effectiveness and efficiency, most governments rely on innovation that successfully utilizes resources and technology (Thénint & Miles, 2013). Based on research conducted by Pekanbaru public service innovations in general security have benefits for society, this is based on the preparation of integrated information systems and digital services. The Pekanbaru application at your fingertips provides all public services provided in one service information in an integrated manner, making it easier for the public to get information quickly and easily. People can download it on the play store App, they can enter all areas of service. The advantage or benefit of the integrated digital information and services system "Pekanbaru Dalam Genggaman" is that by integrating all information systems in one place, it will form a complementary collaborative network between stakeholders and increase human resource capabilities in the field of digital information and electronic-based public services.

From the community's perspective, this innovation service can benefit the community and make it easier for the community to manage public services and obtain public information without having to spend a lot of time and can be done anywhere and anytime by the community because when they come to the public service office they only need to take the results. services that are previously managed through an online application. This will certainly make it more of a priority for the community to get more optimal service results than before the Pekanbaru innovation was in their grasp.

Compability

Innovation Appropriateness is the degree to which the innovation is perceived as being in line with the existing values, past experience, and needs of the recipient. In this case, the Pekanbaru innovation in "Pekanbaru Dalam Genggaman" must also be in line with the needs of the community, especially the people of Pekanbaru City, to answer the problems that existed before the innovation was created. Through the "Pekanbaru Dalam Genggaman" , the problems that occurred before the innovation could be minimized with services. which is online based and the resulting innovation must also be in accordance with the needs of service users from the official office.

To answer the needs and make it easier for people to get public services digitally so that people don't need to download a lot of various applications from each government agency or regional organization. The Pekanbaru City Government, through the Department of Communication, Informatics, Statistics, and Encryption, has prepared an integrated digital information and service system called Pekanbaru at its fingertips.

The most frequently mentioned innovation motivation is in order to improve performance, expressed in terms of effectiveness or efficiency (De Vries et al., 2016). Likewise, Pekanbaru public service innovations within reach emerge as a form of improving effective and efficient public services. So far, applications for providing services to the community in the Pekanbaru City government have not been centralized, several regional apparatus organizations have their own applications, so through the "Pekanbaru Dalam Genggaman" application it is hoped that there will be integrated services. This indicates that there is an adjustment to the needs of society.

The author can conclude from the Compatibility Indicator that the Pekanbaru public service innovation in the "Pekanbaru Dalam Genggaman" of the Pekanbaru City Information,

Statistics and Coding Communication Service is in accordance with the needs of the community. If previously services were carried out regularly with various service options, then the innovation with the "Pekanbaru Dalam Genggaman" application is present as a complement to the previous innovation. The only difference is that the service mechanism is simpler and more effective.

Complexity

Complexity is the degree to which an innovation is perceived as difficult to understand and use by recipients. Due to its new nature, innovation has a higher level of complexity compared to previous innovations. Some innovations can sometimes be easily understood and applied by users of the innovation and some are the opposite. The easier an innovation is to understand and be understood by users of the innovation, the faster the innovation can be carried out and implemented well.

The complexity indicator is based on the results of research on public service innovation through the Pekanbaru application which is relatively easy to use because innovation offers a new and better way, so this level of complexity is basically not a significant problem. People can download it on the Playstore App and can enter all service areas. However, what arises more as a problem when dealing with several regional agencies or organizations and several types of services provided that are not yet integrated. Apart from that, there are still problems ranging from network errors and pages that cannot be accessed as well as a lack of regular monitoring by the stakeholders involved.

An integrated approach is needed to support innovation in the public sector (Ghina, 2017). To ensure the sustainability and success of innovation, it is necessary to increase more intensive collaboration as an effort by public organizations to create an innovative ecosystem and framework (Roziqin & Fajrina, 2021). If every actor in the ecosystem understands their proper role and engages in the right strategies, the entire ecosystem can function more effectively (Hutagalung & Hermawan, 2018). Policy innovation as the main prerequisite for public sector organizations must receive serious attention from policy stakeholders from the lowest organizational level to the top level organizations (Sururi, 2019). The complexity in public service innovation can basically be overcome by collaborating in the innovation carried out.

Triability

The possibility of being tried means whether an innovation can be tried or not by the recipient. Innovation can only be accepted if it has been tested and proven to have advantages or greater value compared to old innovations. In this case, the ability to be tested is where an innovation can be tested to a certain extent. An innovation that can be tested in a real setting will generally be implemented more quickly. So, in order to be quickly understood and realized, an innovation should be able to show its superiority.

Innovation is the successful implementation of ideas and processes to overcome existing problems and develop new opportunities (Moussa et al., 2018). An innovative product should go through a public testing phase where every citizen has the opportunity to test the quality of the Pekanbaru public service innovation at hand. Based on the research results for indicators of the possibility of trying, it was found that the dissemination of information on innovation programs has been carried out through various media, but there has not actually been a public test of the innovations carried out. The innovation in Pekanbaru that was launched was only in the hope of improving public services but has not yet gone through a series of trials in its implementation, including trials that guarantee the establishment of integrated services between regional government organizations.

The government must consider whether the innovation can be accepted by society or not (Anjani et al., 2019). Increasing community participation in supporting innovation in regional government (Roziqin & Fajrina, 2021). Then research found that the "Pekanbaru

Dalam Genggaman" application innovation had not fully targeted the wider community, there were still many people who did not know about the innovations carried out by the Peknbaru city government. This shows that the trials carried out have not gone well.

Observability

Observability means whether or not it is easy to observe the results of an innovation. An innovation must be observable in terms of how it works and produce something better. In its implementation, an innovation that is made is reviewed from the perspective of the process of using the service and the results of service management must be observable or easy to observe.

Based on research conducted by Pekanbaru, innovation "Pekanbaru Dalam Genggaman" conceptually provides convenience and improvement of public services in Pekanbaru City. Innovation offers convenience for people in getting public services digitally. People do not need to download various applications from each regional agency or organization.

However, based on the facts in the field, judging from the indicators of ease of observation, it is not as expected in the ideas and programs provided, because the "Pekanbaru Dalam Genggaman" innovation involves many regional agencies or organizations and its implementation has not been well integrated. This can be seen from several services in the Pekanbaru application that cannot be accessed by the public. In general, this innovation is not easy to implement and requires commitment from various elements and levels of government.

Government performance and regional competitiveness can be improved through regional innovation that involves various stakeholders (Ismail et al., 2022). The existence of stakeholders is adjusted to their roles and responsibilities so that the results achieved can run optimally. Therefore, it is necessary to identify the stakeholders involved and analyze their roles based on their power and interests related to Pekanbaru public service innovation in their grasp.

CONCLUSION

Based on the results of the research and discussion, it can be seen that the public service innovation "Pekanbaru Dalam Genggaman" at the Pekanbaru City Information, Statistics and Coding Communication Service has generally not been running optimally. Based on research, Pekanbaru innovation in handholding basically has benefits for the community and is in line with community needs, but in reality there needs to be improvement, where it is found that there are still many Pekanbaru city residents who have not used or utilized the Pekanbaru public service innovation in handholding. The analysis found that the "Pekanbaru Dalam Genggaman" innovation is faced with the complexity that public services involve several regional agencies or organizations that are not yet well integrated. Then, the Pekanbaru public service innovation has not actually passed the public trial phase which guarantees the establishment of integrated public services, this is proven by the existence of several services that cannot yet be accessed by the public.

In order for innovation in Pekanbaru's public services to become one of the sustainable regional innovations, more intensive involvement, attention and cooperation is needed from the parties involved as an effort by public organizations to create an innovative ecosystem and framework. The existence of a leadership role in ensuring sustainability and advocating organizational change is important to maintain innovation potential. With public service innovation through the Pekanbaru application at hand, it can provide opportunities for local governments to improve public services. Furthermore, it is necessary to develop the capacity

of public organizations to support aspects of the progress and sustainability of Pekanbaru public service innovation within reach.

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